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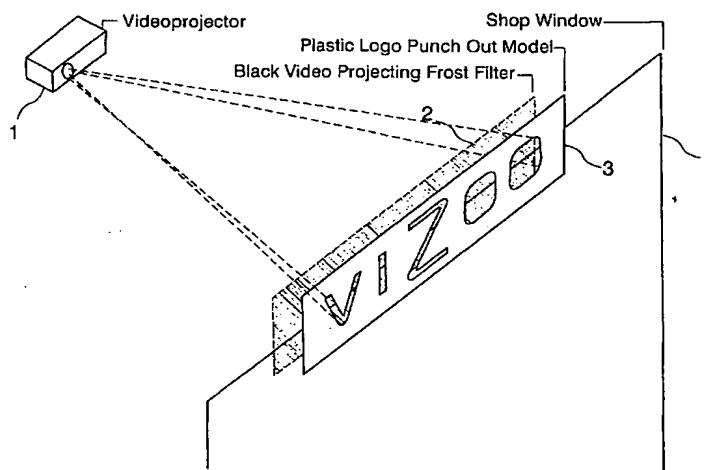
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(54) Title: A METHOD AND AN ARRANGEMENT FOR ADVERTISING OR PROMOTING



(57) Abstract: A method of advertising or promoting that comprises the step of projecting a light pattern having one or more illuminated areas onto a visible surface or screen (3), and wherein the light pattern defines a message or announcement area (3). Still and/or motion pictures (5) are projected into said illuminated areas. Further, an advertisement or promotion arrangement is disclosed, which comprises means for projecting (1) a light pattern comprising one or more illuminated areas defining a message or announcement area (3). The arrangement comprises a visible surface or screen (3) onto which said light pattern is projected and means for projecting (1) still or motion pictures (5) into said illuminated areas.